

Cognitive Interviewing in the Context of Evaluating Questionnaires with a Flexible Personal Interview Mode of Administration

Stephanie Willson
National Center for Health Statistics
QUEST, 2013
Washington, D.C.



SAFER • HEALTHIER • PEOPLE™



The Cognitive Interview Study

- Study of the Organ & Tissue Donor Risk Assessment Interview
- Administration is designed to be flexible
- Attended interviewer training
- Observed a live interview



SAFER • HEALTHIER • PEOPLE™



The Methodological Question

- How will (or should) this style of survey administration affect the cognitive interviewing method?
 - Most cognitive interview studies involve evaluating...
 1. Self administered questionnaires
 2. Standardized interviewer administered questionnaire (telephone or face-to-face)



Typical Cognitive Interview Method

- Administer the survey question in a manner that most closely reproduces the survey setting
- Obtain an answer to the survey question
- Initiate cognitive probes, either concurrently or retrospectively, but generally AFTER obtaining an answer to the survey question



SAFER • HEALTHIER • PEOPLE™



Administration Method for the Donor Risk Assessment Interview

- Interviewers are trained to probe respondents, particularly and especially when they answer 'yes' to a question
- The probe techniques look very much like what we do in a cognitive interview



SAFER • HEALTHIER • PEOPLE™



Example

Did she/he recently have any symptoms such as a fever?

IF YES: When? Describe the fever and reasons.



SAFER • HEALTHIER • PEOPLE™



Method for Cognitive Interview: Probing Style

- Focus primarily on false negatives – always most difficult task in a cognitive interview
- Use respondent's story telling to uncover false negatives and avoid the “cross examination”



SAFER • HEALTHIER • PEOPLE™



Method for Cognitive Interview: Probing Style

- Focus secondarily on false positives
 - Impacts interviewer burden
 - Impacts respondent burden



SAFER • HEALTHIER • PEOPLE™

